

Tashina Okonowski

Book Design and Production Specialist

tokonowski@gmail.com

517.518.4766

www.NovaData.Design

As an accomplished professional with over ten years of experience, I am excited to express my interest in the Book Design and Production Specialist position at the University of Michigan Press. With a proven track record of excellence in design, collaboration, and leadership, I offer a unique blend of skills that align perfectly with the requirements of the role. My background in graphic design, non-profit work, and national recognition positions me to contribute to the University of Michigan Press's commitment to diversity and inclusive publishing. I am known for my positive outlook, calm presence, and proficiency in Adobe Creative Suite, making me an ideal candidate to elevate your publications' visual appeal and reader experience.

Professional Experience

Graphic Design & Marketing Specialist

Michigan Realtors®

Aug 2015 – Present

- Led a team in creating and managing a wide range of print and digital materials, ensuring brand consistency and impactful design solutions.
- Implemented a robust back-end database system to streamline project management, event coordination, and task tracking, enhancing team efficiency and productivity.
- Received national recognition for exceptional redesign of RPAC brochures, setting the standard for other states and elevating the organization's branding.
- Collaborated closely with cross-functional departments, providing innovative solutions, streamlining workflows, and consistently delivering high-quality designs, resulting in improved productivity and commendations.

Winter Feast Event Coordinator

Kanar Gaming Enterprises Inc.

July 2022 – Present

- Successfully revamped and executed the highly anticipated Winter Feast event, receiving overwhelming positive feedback and recognition as the best event to date.
- Coordinated all aspects of event planning, including venue selection, vendor negotiations, budget management, and logistics, ensuring a seamless and enjoyable experience for 100 participants.
- Demonstrated strong leadership by coordinating staff and volunteers, fostering teamwork and timely task completion, and achieving a highly successful event.
- Developed post-event surveys, gathering valuable feedback to drive continuous improvement and better understand member preferences, contributing to the event's ongoing success.

Director of Media and Technology

Kanar Gaming Enterprises Inc.

January 2017 – January 2023

- Directed and coordinated media and technology functions, driving communication, engagement, and operational efficiency.
- Led a team in creating and maintaining an aesthetically pleasing and user-friendly website, resulting in improved online transactions and decreased member complaints.
- Successfully transitioned to a new email service provider, ensuring consistent and professional communication channels organization-wide.
- Implemented innovative solutions, such as post-event survey databases and an annual membership survey, enhancing data processing, feedback collection, and continuous improvement opportunities.

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Additional Employment

- CMYK Imperial Printing
- Universal Products
- GraphiColor Exhibits
- The Art Institute of Michigan
- Freshwater Merfolk

Additional Skills

- Creative Management
- Event Coordination
- Graphic Design
- Team Management
- Project Management
- Strategic Planning
- Collaboration
- Business Development
- Media Management

Freelance Graphic Designer

November 2009 – Present

- Demonstrated exceptional client relationship management, receiving word-of-mouth referrals and building a strong client base.
- Provided comprehensive design solutions, including branding, logo design, and social media consultation, resulting in increased brand recognition and improved client perception.
- Successfully managed end-to-end project execution, meeting client requirements, and delivering high-quality results within agreed timelines.
- Expanded service offerings beyond graphic design, providing consultation, art direction, and managing printing or production processes, ensuring a seamless and comprehensive design experience for clients.

Education

Bachelor's Degree in Visual Communication

The Art Institute of Michigan, Novi, Michigan

Graduated 2012

- As Secretary of the Art Club, efficiently managed administrative tasks, ensured smooth communication within the club, and assisted in organizing engaging artistic events and workshops.
- Demonstrated exceptional organizational skills as Secretary of the Design Club, facilitating effective meetings, maintaining records, and supporting creative projects within the club's diverse community.
- Led the Cultural Awakenings Club with strong leadership and passion, spearheading initiatives that celebrated cultural diversity, fostered inclusivity, and promoted awareness of various traditions and customs on campus.

General Skills

- Demonstrated leadership and effective team management in various professional environments.
- Proven ability to adapt to different industries and deliver exceptional results across diverse projects.
- Strong communication and presentation skills, facilitating successful collaboration and stakeholder engagement.
- Kept abreast of industry trends, incorporated new knowledge and best practices, and drove continuous improvement in processes and outcomes.
- Proficient in identifying challenges, developing creative solutions, and implementing effective problem-solving strategies.
- Skilled in gathering and analyzing data to make informed decisions, optimize processes, and achieve measurable results.
- Proven ability to prioritize tasks, meet deadlines, and manage time efficiently to maximize productivity.